



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Clarke, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	48.3%	Population		27,188	26,711
Southern Satellites	28.7%	Households		10,738	10,684
Salt of the Earth	12.8%	Families		7,729	7,619
Home Town	5.7%	Median Age		37.3	38.6
Heartland Communities	2.6%	Median Household Income		\$31,632	\$34,529

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	47	\$1,254.54	\$13,471,198
Men's	46	\$228.24	\$2,450,894
Women's	44	\$410.44	\$4,407,327
Children's	57	\$237.32	\$2,548,393
Footwear	40	\$194.18	\$2,085,069
Watches & Jewelry	53	\$118.48	\$1,272,205
Apparel Products and Services <sup>1</sup>	52	\$65.87	\$707,310
<b>Computer</b>			
Computers and Hardware for Home Use	52	\$109.49	\$1,175,712
Software and Accessories for Home Use	47	\$13.61	\$146,126
<b>Entertainment &amp; Recreation</b>	63	\$2,338.71	\$25,113,087
<b>Fees and Admissions</b>	44	\$274.29	\$2,945,338
Membership Fees for Clubs <sup>2</sup>	47	\$78.66	\$844,639
Fees for Participant Sports, excl. Trips	42	\$47.88	\$514,172
Admission to Movie/Theatre/Opera/Ballet	43	\$63.64	\$683,386
Admission to Sporting Events, excl. Trips	47	\$28.73	\$308,459
Fees for Recreational Lessons	43	\$55.01	\$590,745
Dating Services	63	\$0.37	\$3,937
<b>TV/Video/Sound Equipment</b>	58	\$840.54	\$9,025,759
Community Antenna or Cable TV	65	\$479.06	\$5,144,099
Televisions	49	\$145.62	\$1,563,679
VCRs, Video Cameras, and DVD Players	61	\$20.36	\$218,614
Video Cassettes and DVDs	58	\$38.18	\$409,984
Video Game Hardware and Software	57	\$20.51	\$220,211
Satellite Dishes	81	\$0.90	\$9,617
Rental of Video Cassettes and DVDs	57	\$29.22	\$313,713
Streaming/Downloaded Video	37	\$0.30	\$3,177
Sound Equipment <sup>3</sup>	49	\$103.19	\$1,108,048
Rental and Repair of TV/Radio/Sound Equipment	55	\$3.22	\$34,617
Pets	76	\$337.78	\$3,627,038
Toys and Games	63	\$93.75	\$1,006,636
Recreational Vehicles and Fees <sup>4</sup>	96	\$420.05	\$4,510,521
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$131.61	\$1,413,254
Photo Equipment and Supplies <sup>6</sup>	61	\$78.03	\$837,864
Reading <sup>7</sup>	57	\$162.66	\$1,746,677
<b>Food</b>	61	\$5,044.88	\$54,171,948
<b>Food at Home</b>	62	\$3,045.21	\$32,699,461
Bakery and Cereal Products	63	\$425.96	\$4,573,987
Meat, Poultry, Fish, and Eggs	63	\$777.32	\$8,346,891
Dairy Products	63	\$350.37	\$3,762,274
Fruit and Vegetables	57	\$469.83	\$5,045,078
Snacks and Other Food at Home <sup>8</sup>	64	\$1,021.72	\$10,971,231
<b>Food Away from Home</b>	58	\$1,999.67	\$21,472,487
Alcoholic Beverages	48	\$286.98	\$3,081,601
Nonalcoholic Beverages at Home	67	\$294.96	\$3,167,317



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	35	\$351.80	\$3,777,665
Vehicle Loans	72	\$4,192.75	\$45,021,697
<b>Health</b>			
Nonprescription Drugs	77	\$86.82	\$932,258
Prescription Drugs	77	\$436.75	\$4,689,856
Eyeglasses and Contact Lenses	68	\$52.04	\$558,767
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	51	\$4,694.18	\$50,406,127
Maintenance and Remodeling Services	50	\$1,037.57	\$11,141,397
Maintenance and Remodeling Materials <sup>10</sup>	81	\$336.23	\$3,610,481
Utilities, Fuel, and Public Services	67	\$3,074.55	\$33,014,533
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	56	\$77.67	\$834,051
Furniture	48	\$318.93	\$3,424,694
Floor Coverings	53	\$50.92	\$546,748
Major Appliances <sup>12</sup>	66	\$200.44	\$2,152,341
Housewares <sup>13</sup>	52	\$49.10	\$527,283
Small Appliances	64	\$22.55	\$242,142
Luggage	43	\$4.28	\$45,990
Telephones and Accessories	49	\$20.98	\$225,252
<b>Household Operations</b>			
Child Care	46	\$189.81	\$2,038,212
Lawn and Garden <sup>14</sup>	67	\$285.43	\$3,064,900
Moving/Storage/Freight Express	52	\$27.45	\$294,723
Housekeeping Supplies <sup>15</sup>	65	\$500.90	\$5,378,691
<b>Insurance</b>			
Owners and Renters Insurance	71	\$346.43	\$3,719,925
Vehicle Insurance	64	\$890.90	\$9,566,501
Life/Other Insurance	68	\$391.50	\$4,203,919
Health Insurance	69	\$1,402.83	\$15,063,595
Personal Care Products <sup>16</sup>	60	\$259.86	\$2,790,347
School Books and Supplies <sup>17</sup>	50	\$58.80	\$631,345
Smoking Products	81	\$364.48	\$3,913,789
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	68	\$3,495.85	\$37,538,386
Gasoline and Motor Oil	73	\$1,835.68	\$19,711,535
Vehicle Maintenance and Repairs	62	\$610.87	\$6,559,520
<b>Travel</b>			
Airline Fares	42	\$176.40	\$1,894,178
Lodging on Trips	54	\$227.84	\$2,446,501
Auto/Truck/Van Rental on Trips	40	\$15.43	\$165,638
Food and Drink on Trips	54	\$253.62	\$2,723,360

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.